

>> **Creating a pedestrian-friendly Kennedy Street**

- What kinds of improvements to the streetscape and other public areas will most enhance the neighborhood’s overall quality of life?
 - > More use of sidewalk space
 - > Crosswalks
 - > Street trees and plantings
 - > Street lights, both quality and quantity
 - > Attention to the utility poles
 - > New pocket parks of other kinds of open space
- Where along the corridor should these improvements be focused?
- What kind of role might local involvement play in maintaining the public realm?

>> **Identifying neighborhood-friendly solutions to transportation and parking challenges**

- Which places along the corridor represent pedestrian safety issues? Of what sort? What steps should be taken to address those issues?
- How can the pedestrian experience be improved? Where, along the corridor, are the greatest challenges?
- How can the public transportation experience be improved? E.g., bus shelters, route maps, etc.
- How do you (and your guests or customers) handle the amount of currently available parking? Where are the opportunities for increasing the amount of parking?

>> **Sustaining a clean and safe Kennedy Street**

- Where along the corridor are the “crime and grime” issues most noticeable? What is the nature of those issues?
- What kinds of steps can be taken to improve public safety along the corridor?
- How can corridor merchants and residents best support the maintenance of a clean and safe corridor?

IF YOU HAVE QUESTIONS OR WANT TO KNOW MORE...

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Kennedy Street Revitalization Plan

JULY 21, 2007 **UPDATE**



> **JUNE 13 MEETING BEGINS THE PUBLIC PROCESS FOR CREATING A VISION FOR KENNEDY STREET**

At the June 13 kick-off public meeting for the Kennedy Street Revitalization Plan, nearly 100 residents, businesspeople, community and organization leaders, and other stakeholders – in large and small groups – began a public process of engagement in the creation of a revitalization plan for Kennedy Street. The turn-out reinforced the sense of deep-seated interest and “buzz” that has accompanied the early stages of this process. With full participation by all who attended, the energetic discussions that took place looked both at the corridor’s current challenges and at opportunities for the future.



Participants at the June 13th meeting engaged in full-throated discussions of Kennedy Street’s opportunities and challenges.

What we heard

Before breaking into small groups, participants heard from the consulting team regarding the opportunities and challenges surrounding Kennedy Street’s economic and physical revitalization.

Regarding **economic revitalization and market potential**, we noted that potential target tenants for Kennedy Street include, among others, a fresh grocer, a café, a small hardware store, an arts or gift shop, a niche restaurant. Given the number of nearby households, ownership rates, and average incomes, we also noted significant potential for the kind of mix of neighborhood-oriented stores desired by residents.

STORE TYPE	SQUARE FEET
Grocery	24,700
Health/personal care	17,400
Shoppers’ goods	11,500
Take-out food	13,600
Full-service restaurant	7,000
Subtotal for retail	74,200
Services	28,000
Total retail and services	102,200

The discussion of **physical revitalization** linked neighborhood building to the creation of a newly-vibrant public realm and to re-imagining Kennedy Street as a series of outdoor “living rooms” that would strengthen the neighborhood’s sense of pride; contribute to safe, walkable streets, and become a physical



Attendance at the public meeting was a strong indicator of the widespread interest in the Kennedy Street planning process and its ultimate outcome.

reflection of the community’s desires. Doing this requires the application of neighborhood-enhancing design to buildings, to blocks, and to the corridor while understanding the street’s unique qualities.

The creation of **safe, walkable streets** as a goal of physical revitalization led to an emphasis on the need for increased “eyes on the street,” with more transparent building facades as well as increased overall street activity. Increased walkability, by moderating the amount of resident-generated vehicular traffic to and along the corridor, could play a role in meeting Kennedy Street’s **parking challenges**. Further investigation of other strategies, with lessons learned from other DC-area corridors, are a key part of the planning process’s future agenda.

Small group discussions

With this information as background, participants broke into three separate groups to discuss their likes, dislikes, concerns, and ambitions for Kennedy Street’s future. A consensus emerged from these discussions around certain broad themes that will continue to shape the planning process. These included:

- Ensuring inclusiveness and broad outreach as the process moves forward;
- Avoiding forced movement of either residents or business;
- Expanding uses along the corridor that are relevant to the community, that expand its attractiveness, and that restore it as the heart of a vibrant neighborhood; and
- Acknowledging, and seeking to mitigate, the potential for any increased vehicular traffic and resulting parking impacts.

Participants also made specific recommendations for what to maintain or seek, what to eliminate or avoid, and how generally to improve the quality of life along Kennedy Street.

- We then clustered these recommendations under one of four categories:
- Ensuring – and enhancing – the right mix of uses along Kennedy Street;
 - Creating a pedestrian-friendly Kennedy Street
 - Dealing with transportation and parking challenges
 - Sustaining a clean and safe Kennedy Street

The charrette will provide an opportunity for you to explore each of these topics in depth. Your ideas, opinions, and attitudes will be major ingredients in the recommendations that will form the core of Kennedy Street’s revitalization plan.

> CONTINUING THE PUBLIC PROCESS: KENNEDY STREET REVITALIZATION PLAN CHARRETTE

What is a charrette and how is it organized?

A charrette is basically a workshop of, by, and for you and your neighbors: Working, discussing, and planning together, you’ll be creating a future for Kennedy Street. During today’s charrette, you’ll be digging more deeply into the challenges, opportunities, and recommendations raised during the June 13 meeting, helping to confirm, expand on, or modify the ideas generated at that meeting.

Gathering in small groups, you’ll be using a variety of media and materials – maps, photographs, flip charts, worksheets, examples from other places – by which you’ll be able to indicate where along Kennedy Street you envision improvements or new development, what those improvements might look like, how might those improvements be sustained, and which are your top priority items.

Ultimately, the goal is to ensure that the final plan and implementation strategy is “owned” by you – that is, by those who will be most effected by the results – and that it is fully reflective of your vision and of the public process underlying that vision.

Kicking off the discussions in the break-out groups

Some suggested questions for starting the conversation are listed below. As the discussion proceeds, don’t hesitate to raise other questions that will help ensure the flow of the conversation.

>> Ensuring – and enhancing – the right mix of uses along Kennedy Street

- Are there specific sites that should be redeveloped? If so, which uses would you would like to see on those sites? Which sites might lend themselves to special events, such as a farmer’s market?
- Which locations lend themselves to significant gateway, or higher density, residential or mixed-use residential-above-retail buildings? What mix of uses would you like to see?
- What kinds of physical improvements to the retail environment will most enhance the neighborhood’s overall quality of life?
 - > Storefronts, signage, and entry ways
 - > Transparency
 - > Integration with the corridor’s residential areas